



MAJOR LEAGUE SOCCER

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May 24, 2010

Frisco Stadium LLC  
Sign Variance Application

**I. Cite the specific section of the Sign Ordinance from which a variance is needed:**

05-08-06

**II. Describe the variance:**

The current ordinance allows a maximum height of 8' and 2 wall signs (exterior) per building. Requested variance would be to erect exterior walls signs that cover 90% of the surface area, both width and height.

- a) Exterior Wall Signs – Actual dimensions 27'x17', proposed signage dimensions 24'x13'. Requested variance to allow for 18 wall banners on exterior walls of Pizza Hut Park.
- b) West Facing Tower Exterior Wall Signs – Actual dimensions 15'x54', proposed signage dimensions 15'x44'. Requested variance to allow for 2 West Facing Tower Exterior Wall Signs.

**III. In order to approve a request for a variance, the Planning & Zoning Commission must determine that the request meets three (3) of the following four (4) criteria. Please describe how the request meets the following criteria.**

**a. The proposed sign shall not adversely impact the adjacent property (visibility, size, etc.).**

The requested variance will allow for Frisco Stadium, LLC to celebrate the rich history of soccer in Dallas/Ft. Worth, which began with Lamar Hunt. The requested variance will provide for exterior signs to the Stadium itself, not inhibiting or adversely impacting adjacent properties. With the rise in number of sports-oriented restaurants around the property, the requested variance will allow for more color/celebratory imagery supporting the nature of soccer and its fans. The proposed signage to display reflect internal messages (FC Dallas only) and are not sponsored/commercial.

**b. The proposed sign shall be of a unique design or configuration.**

The proposed sign will be of a unique design/construction, incorporating imagery from past FC Dallas players and key soccer moments/images that are unique to FC Dallas.

**c. The special exception is needed due to restricted area, shape, topography, or physical features that are unique to the property on which the proposed sign would be erected.**

N/A

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**d. The special exception will substantially improve the public convenience and welfare and does not violate the intent of the Sign Ordinance.**

The area surrounding Frisco Stadium LLC and Frisco Square is developing into a space where individuals/families can live, work and play. We believe that Pizza Hut Park is an integral part of the development of the master plan for the area, and as such, want to use the proposed variance as an opportunity to teach residents and visitors the rich history of soccer in North Texas. The proposed variance would give us the opportunity to celebrate the legacy of Lamar Hunt, the international vastness of soccer and the powerful development of homegrown, FC Dallas Youth players into the future. The potential revenue to the City of Frisco could be enhanced by awareness of Pizza Hut Park as the official home of FC Dallas of Major League Soccer.

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